



**27<sup>TH</sup> ANNUAL REPORT 2019-20**  
SOM DISTILLERIES AND BREWERIES LIMITED



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# CMD's DESK

Dear Friends and Fellow Shareholders,

These are unprecedented times and I hope you are all keeping safe and healthy.

It is my pleasure to address you and update about the business performance for the year and various other initiatives undertaken by us.

During the year, we recorded total net income of Rs. 4,635 million, an increase of 16.8% compared to the same period last year. The revenue increase was driven by volume growth. Beer volume grew by 12.6% to 85.5 million cases and IMFL recorded a growth of 22.7% to 11.9 million cases.

Our results for the first nine month ended December 2019 was encouraging but the outbreak of pandemic severely impacted fourth quarter performance. The impact was predominantly felt in the month of March 2020, which is start of the peak season for us. Due to COVID, retail was completely shut from March 23, 2020 with on-trade outlets being progressive closed in the weeks prior, causing a drop in sales for beer and spirits. The month of March accounts for increased primary dispatches due to start of the peak season, such dispatches became negligible due to lockdown.

EBITDA for the FY 19-20 was Rs. 479 million, a decline of 9.2% compared to FY2019 and PAT declined by 23.9% to 150 million. The impact on profitability was primarily attributable loss on sales on account of pandemic outbreak coupled with inventory write-off to the tune of Rs. 80 million. As you are aware that beer has limited shelf life and given no sales during the lock down, we had to take the hit.

It is expected that the initial months of the new financial year will remain very challenging. Demand is likely to recover and is negatively impacted due to increased taxation and other impediments. The pandemic has created short term challenges for the broader market, but we are confident of restoring normalcy in the medium to long term.

To ensure profitable operations during FY2021, we have decided to primarily focus on profitable markets and not on relatively newer markets. In addition, we are also undertaking various other measures to ensure operational efficiencies across our operations.

We would also like to inform that despite the challenging environment, the initial response to our recently launched brand 'Woodpecker', which is India's first filtered wheat beer, has been very encouraging. In a very limited time, it has crossed sales volumes of 0.2 million cases. We plan to expand the reach of the product in the coming months.

I would like to express my deepest thanks to all the stakeholders who have been our partners in our journey. I would like to thank you all for your unending support and belief in us and in our potential to grow.

Keep Safe !

Warm Regards

**J.K. Arora**

Chairman & Managing Director



HIGH ON MALT | IMPORTED HOPS

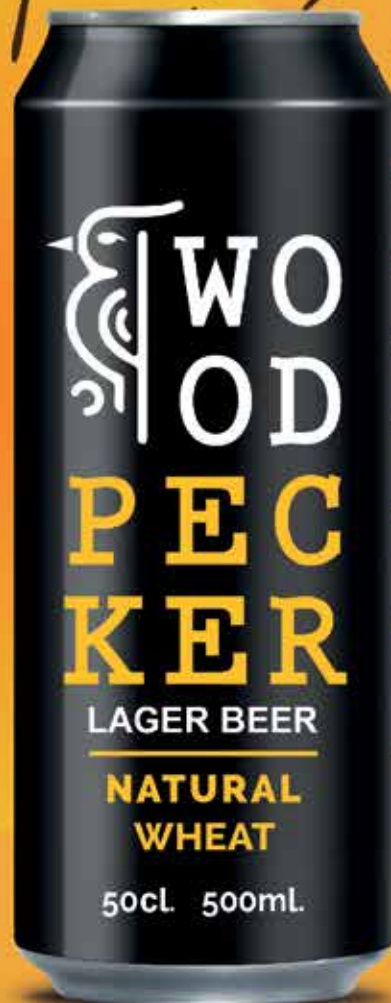
STRONG...  
BUT REALLY SMOOTH



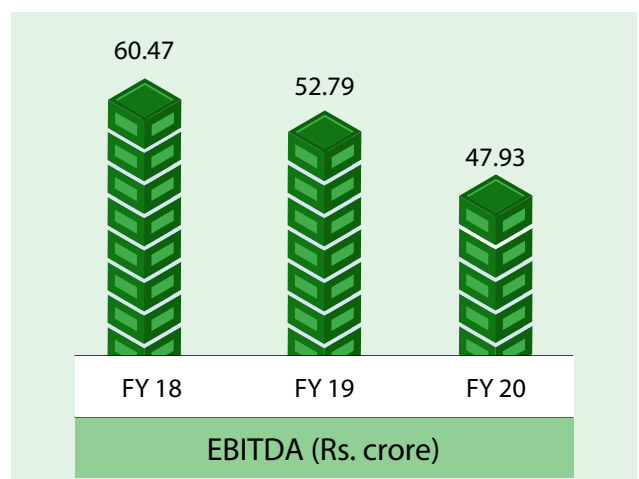
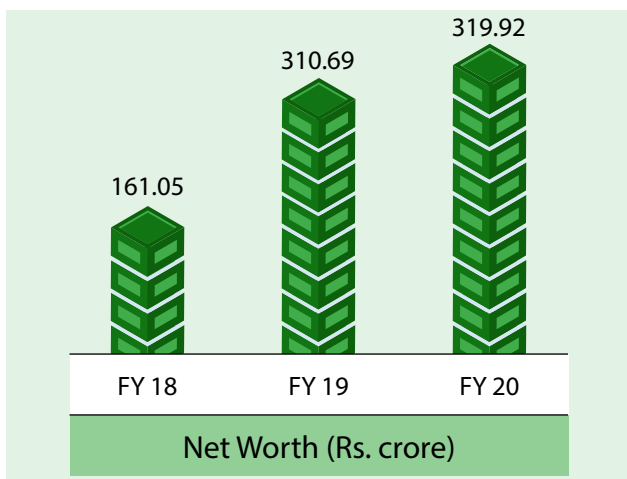
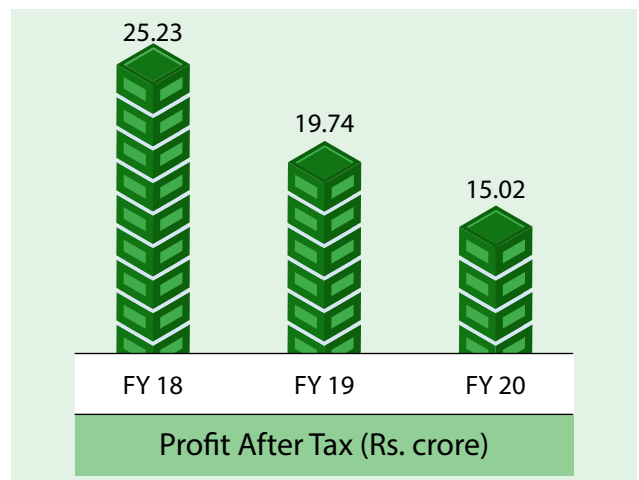
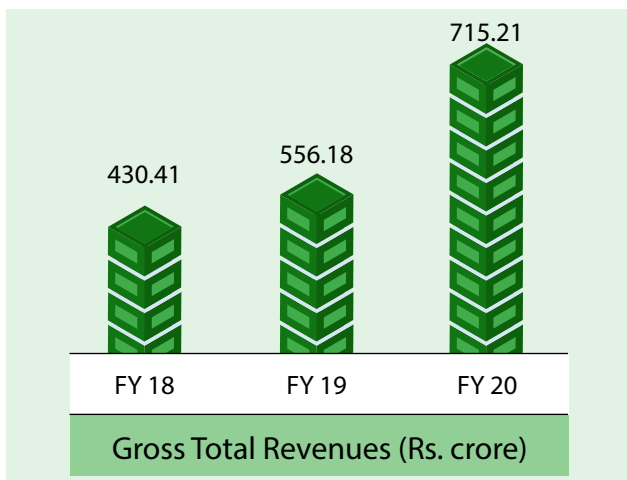
FIRST FILTERED  
WHEAT BEER  
IN INDIA\*

YOU NOW HAVE SOMETHING  
UNIQUE IN YOUR LIFE.

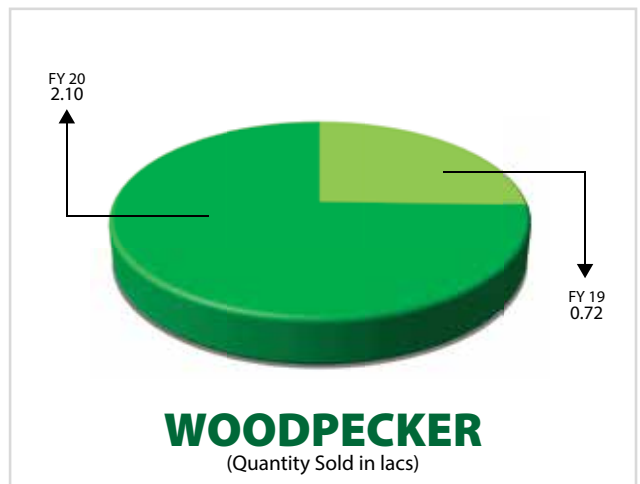
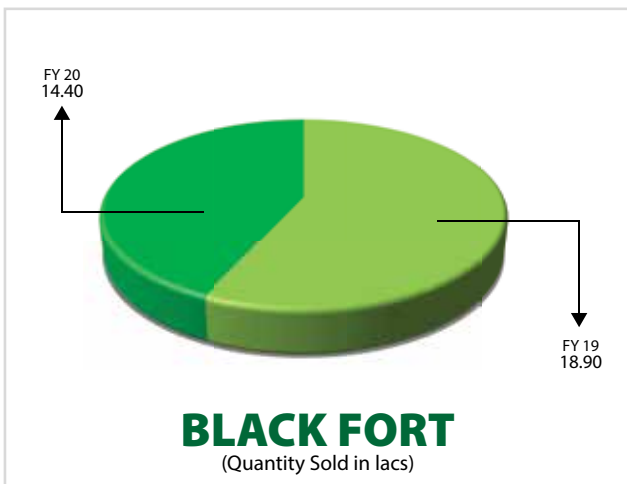
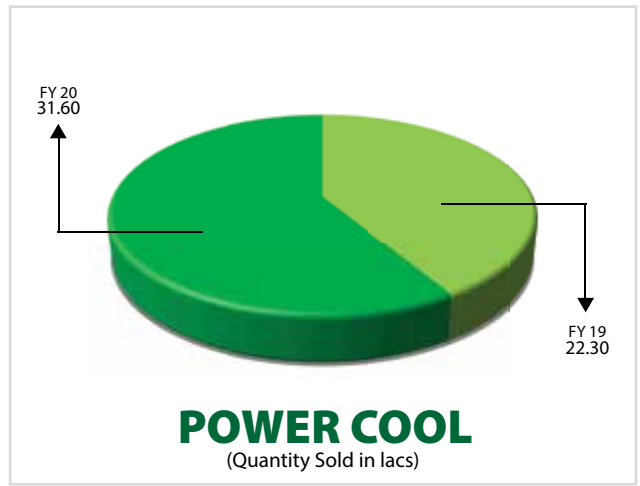
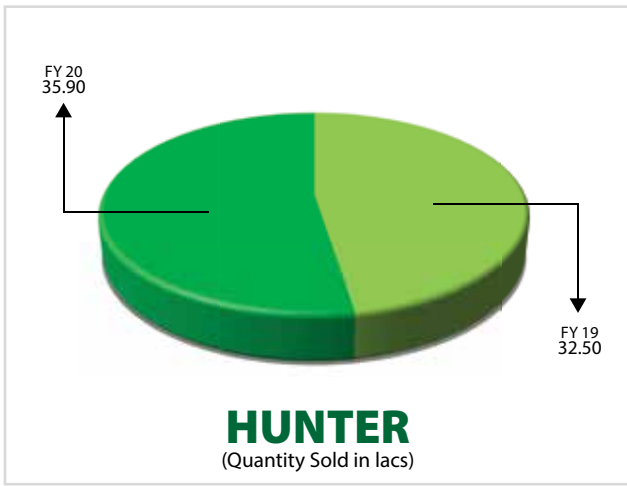
SEE THE  
LIGHTER SIDE  
OF THINGS.



# FINANCIAL HIGHLIGHTS



# OPERATIONAL HIGHLIGHTS





## SOM DISTILLERIES & BREWERIES LIMITED

### Quest to soar higher

SOM is one of India's foremost companies with an exceptional portfolio of brands across all alcoholic beverage categories. SOM's mission has been to deliver value added high quality products. And it will continue to do so in the years to come.







# CORPORATE INFORMATION

## BOARD OF DIRECTORS

**Mr. Jagdish Kumar Arora**  
Chairman and Managing Director

**Mr. Nakul Kam Sethi**  
Whole Time Director

**Ms. Nishi Arora**  
Woman Director (Non-Executive & Independent)

**Mr. Deena Nath Singh**  
Director (Non-Executive & Independent)

**Mr. Satpal Kumar Arora**  
Director (Non-Executive & Independent)

**Mr. Rakesh Rathi**  
Director (Non-Executive & Independent)

**Mr. Uma Kant Samal**  
Director (Non-Executive & Independent)

## CHIEF FINANCIAL OFFICER

Mr. Rajesh Kumar Dubey

## COMPANY SECRETARY & COMPLIANCE OFFICER

Mr. Om Prakash

## BOARD COMMITTEES

### AUDIT COMMITTEE

Mr. Deena Nath Singh, Chairperson  
Mr. Nakul Kam Sethi  
Mr. Nishi Arora

### NOMINATION AND REMUNERATION COMMITTEE

Mr. Deena Nath Singh, Chairperson  
Mr. Nishi Arora  
Mr. Satpal Kumar Arora

### CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Mr. Deena Nath Singh, Chairperson  
Mr. Nakul Kam Sethi  
Mr. Nishi Arora

### INVESTOR GRIEVANCES CUM STAKEHOLDER RELATIONSHIP COMMITTEE

Mr. Deena Nath Singh, Chairperson  
Mr. Nakul Kam Sethi  
Mr. Nishi Arora

## RISK MANAGEMENT COMMITTEE

Mr. Nakul Kam Sethi, Chairperson  
Mr. Deena Nath Singh  
Ms. Nishi Arora

## EXECUTIVE, LEGAL AND BORROWING COMMITTEE

Mr. Nakul Kam Sethi, Chairperson  
Mr. Deena Nath Singh  
Ms. Rajesh Kumar Dubey

## STATUTORY AUDITORS

M/s R.N. Gupta & Associates  
Chartered Accountants  
6, New Market, 1st Floor, T. T. Nagar, Bhopal 462003

## SECRETARIAL AUDITORS

M/s N.K. Jain & Associates  
Company Secretaries  
208, Akansha, Press Complex,  
Zone I, M.P. Nagar, Bhopal 462011

## REGISTRAR & SHARE TRANSFER AGENT

MAS Services Limited  
T-34, Okhla Industrial Area,  
Phase-II, Delhi 110020

## BANKS/FINANCIAL INSTITUTIONS

State Bank of India  
Punjab National Bank Ltd.  
IFCI Venture Capital Fund Ltd.  
Lakshmi Vilas Bank Ltd.  
Bandhan Bank

## REGISTERED OFFICE

CIN: L74899DL1993PLC052787  
1-A Zee Plaza, Arjun Nagar, Safdarjang Enclave,  
Kamal Cinema Road, New Delhi-110029  
Tel.: 011 26169909, 26169712

## CORPORATE OFFICE

23, Zone-II, M.P. Nagar,  
Bhopal-462 011  
Tel.: 0755 4271271, 4278827

## STOCK EXCHANGE

BSE Limited  
BSE Security ID: 507514  
National Stock Exchange of India  
NSE Security ID: SDBL